

2006

Update on the evaluation model and progress for the Lismore and Murwillumbah Communities for Children sites

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Lismore Communities
for Children



Stronger Families and
Communities Strategy

An Australian Government Initiative

Centre for children
and young people



research, education & advocacy

Local Evaluation Update

September 2006

Lismore & Murwillumbah
Communities for Children
Sites



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Stronger Families & Communities Strategy – National
Communities for Children Forum (September 2006)

Current Status

	Lismore	Murwillumbah
Finalise evaluation objectives / key outcomes	✓	✓
Agree overall local evaluation plan	✓	in progress
Develop CP evaluation tools / processes	ongoing	about to start
Develop community-level evaluation tools/ process	✓	Oct - Nov
Obtain ethics approval	✓	December
Collect community-level baseline data (incl. comprehensive community profile information)	✓	Jan - March 07

CP = Community Partner organisations



Evaluation Overview - Lismore

CSP Objective		Comm Survey	Staff Survey	Other Data
1.1	↑ breastfeeding to ≥ 6 months	✓		✓ CP
1.2	↑ support with bonding difficulties			✓ CP
1.3	↑ reading to very young children	✓		✓ CP
2.1	↑ informal support networks	✓		✓ CP
2.2	↑ parenting confidence	✓		✓ CP
2.3	↑ fathers' active involvement with children	✓		✓ CP
2.4	↓ exposure to DV			
3.1	↑ social skills at age 5	✓		✓ CP, AEDI
3.2	↑ communication skills at age 5	✓		✓ CP, AEDI
3.3	↑ support with additional needs	✓		✓ CP
3.4	↑ children ≥ 1 year ECE before school	✓		✓ CP, AEDI
3.5	↑ support for ECE staff	✓	✓	✓ CP
4.1	↑ acceptance of diversity & child-friendliness	✓	✓	
4.2	↑ coordination of services for families	✓	✓	✓ NE snapshots
5.1	↑ equitable outcomes for Aboriginal children	✓		✓ CP, AEDI
5.2	↑ understanding of Bundjalung culture	✓	✓	



Findings to Date - Lismore

Community Survey

- Phone survey – random dialling + targeted – 22% phone numbers
- 256 interviews completed – 95½% consent
- Very representative sample – diverse family types / parent ages
- Extensive qualitative comments
- Currently coding & entering all data



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Community Partners

- Already doing much more evaluation than they realised
- Keen to improve internal evaluation processes
- Collaborating on development of evaluation tools



Benefits of Local Evaluation

➤ Locally accountable

- shared commitment to improving local outcomes



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- Builds on existing relationships / reputation
 - ↑ trust, ↑ response rates



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- relevant organisations, community characteristics
- other relevant services / programs



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➤ Builds local evaluation capacity

- of CCYP and local organisations & workers
- ↑ sustainability beyond funding period



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High quality,
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High quality,
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↑ Impact on
local policy &
services



Evaluation Challenges

NE delays / staged funding

- Local evaluation stalled for 12 months (Lismore)
- Baseline data collected 6-24 months into funding (more Lismore)
- Only 1-2 years from baseline - post evaluation (more Murwillumbah)



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- Staffing difficulties - skill availability, delays (more Lismore)



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Capacity building approach

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- Different assessment, management systems & jargon



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Getting children's voice

- Want to hear directly from the children – have ideas but limited experience – keen to learn from others



Reflections / Recommendations

- Overall**
- Happy with approach / methods chosen
 - Capacity building approach is intensive upfront but maximises data usefulness and sustainability
 - It's a continually evolving & learning process for all parties



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- Main Successes**
- Relationships with FP & various CP organisations
 - Amount of data to come directly from CP organisations
 - Comm Survey – response rate, representativeness & quality comments



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- Main Regrets** ➤ Staff Survey data – response rate



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 - Comm Survey – response rate, representativeness & quality comments

- Main Regrets**
- Staff Survey data – response rate

- Suggestions**
- Get good data (priority = complete [high response rate] & honest)
 - Tailor internal evaluation tools/processes for different CP organisations
 - Keep surveys to 15 minutes or less
 - Careful, respectful question wording improves response honesty
 - Keep community informed of evaluation progress



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Thank you